

APAC meeting, June 8, 2015 agenda topic: *Discussion and tentative action on range and intensity of winery related uses in the agricultural zones.*

This discussion should include both temporary event permits and the wider range of activities allowed under BOS Resolution 2010-4, "Establishing interpretive guidance on marketing activities for Wineries," passed April 21, 2010.

- Visitation (tours and tastings)
- Events: Marketing of Wine
 - X Cultural & Social Events-unrelated to education and development [weddings, rehearsals...]
 - ✓ Cultural & Social Events-related
 - ✓ Business Events..."approved marketing plan [approved by who?]"
 - X Business Events-not permitted [conferences, shareholder meetings...]
 - ✓ Food service [without charge...cost recovery]
- Temporary Events
 - No license required
 - License required

With regard to the intensity and infrastructure of TEPs, does the County track or analyze the following:

- the number of TEPs issued each year? How many were issued in 2014, per day/week/month?
- times of day the events take place, i.e., during normal business hours or in the evening, weekdays or weekends?
- if events overlap with activities at surrounding facilities, potentially creating cumulative impacts in one area or neighborhood?
- the carrying capacity of the event parcel/location, including water, parking, interior/exterior spaces, etc.?
- the size of event relative to size of winery/parcel – is there a metric, and if so, what is the metric?
- the proximity of the event to residents?
- the location of the events on the parcel [i.e. inside the winery, vineyard, on narrow roadways, etc]
- whether the event is 1-day or multi-day?

General questions:

- Should surrounding properties be notified?
- Events for 'virtual wineries' – what locations are appropriate?

RANGE / TYPE OF EVENT – Currently, the County allows the following types of events to be held at wineries:

- Cultural (art, music, movie, performance, misc. entertainment)
- Sponsors and/or supports non-profit organizations
- Culinary
- Attendees [club members, public, tickets required]
- Are straight space rentals allowed?

With regard to the County definition below, what types of temporary events are appropriate within the Agricultural zoned parcels?

“A temporary event is any festival, fair, show, showcase, house or garden design tour, concert, dance, rally, parade, demonstration of competition of creative athletic form to which the public is invited or admitted with or without the payment of an admission charge. Temporary events include, but are not limited to music, dance, theater, speech, athletics, or any other visual, audio or tactile arts or combination thereof, including incidental retail sales of the products of such activities, as long as such sales are not advertised off-site. This includes any other gathering or assemblage of individuals for the purpose of observing or engaging in expressive activities within the ambit of the First Amendment of the United States Constitution and Section 2, 3, and 4 of Article 1 of the California Constitution.”

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